



Counties: DeKalb, AL



2000 Total Population	64,452
2000 Group Quarters	864
2008 Total Population	68,545
2013 Total Population	70,973
2008 - 2013 Annual Rate	0.7%



2000 Households	25,113
2000 Average Household Size	2.53
2008 Households	26,470
2008 Average Household Size	2.56
2013 Households	27,454
2013 Average Household Size	2.55
2008 - 2013 Annual Rate	0.73%
2000 Families	18,440
2000 Average Family Size	2.98
2008 Families	19,225
2008 Average Family Size	3.05
2013 Families	19,753
2013 Average Family Size	3.07
2008 - 2013 Annual Rate	0.54%



2000 Housing Units	28,051
Owner Occupied Housing Units	70.5%
Renter Occupied Housing Units	19.1%
Vacant Housing Units	10.5%
2008 Housing Units	30,308
Owner Occupied Housing Units	69.3%
Renter Occupied Housing Units	18.0%
Vacant Housing Units	12.7%
2013 Housing Units	31,776
Owner Occupied Housing Units	67.8%
Renter Occupied Housing Units	18.6%
Vacant Housing Units	13.6%

Median Household Income

2000	\$30,143
2008	\$35,369
2013	\$38,532

Median Home Value

2000	\$61,714
2008	\$90,173
2013	\$93,119

Per Capita Income

2000	\$15,818
2008	\$17,564
2013	\$19,062

Median Age

2000	36.3
2008	38.0
2013	39.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: DeKalb, AL

**2000 Households by Income**

Household Income Base	25,147
< \$15,000	24.3%
\$15,000 - \$24,999	17.4%
\$25,000 - \$34,999	15.6%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	5.1%
\$100,000 - \$149,999	2.6%
\$150,000 - \$199,999	0.6%
\$200,000+	1.1%
Average Household Income	\$40,104

2008 Households by Income

Household Income Base	26,470
< \$15,000	19.1%
\$15,000 - \$24,999	15.6%
\$25,000 - \$34,999	14.8%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	6.6%
\$100,000 - \$149,999	4.0%
\$150,000 - \$199,999	0.7%
\$200,000+	1.1%
Average Household Income	\$45,095

2013 Households by Income

Household Income Base	27,454
< \$15,000	17.7%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	13.2%
\$35,000 - \$49,999	17.1%
\$50,000 - \$74,999	22.3%
\$75,000 - \$99,999	8.7%
\$100,000 - \$149,999	4.7%
\$150,000 - \$199,999	0.8%
\$200,000+	1.2%
Average Household Income	\$48,856

2000 Owner Occupied HUs by Value

Total	19,771
<\$50,000	38.2%
\$50,000 - 99,999	40.0%
\$100,000 - 149,999	12.2%
\$150,000 - 199,999	4.3%
\$200,000 - \$299,999	2.8%
\$300,000 - 499,999	1.4%
\$500,000 - 999,999	0.8%
\$1,000,000+	0.2%
Average Home Value	\$81,840

2000 Specified Renter Occupied HUs by Contract Rent

Total	4,928
With Cash Rent	84.0%
No Cash Rent	16.0%
Median Rent	\$255
Average Rent	\$244

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: DeKalb, AL



2000 Population by Age

Total	64,452
0 - 4	6.8%
5 - 9	7.1%
10 - 14	6.6%
15 - 19	6.9%
20 - 24	6.5%
25 - 34	14.1%
35 - 44	15.0%
45 - 54	13.4%
55 - 64	9.9%
65 - 74	7.5%
75 - 84	4.6%
85+	1.7%
18+	75.3%

2008 Population by Age

Total	68,545
0 - 4	6.9%
5 - 9	6.8%
10 - 14	6.6%
15 - 19	6.0%
20 - 24	5.5%
25 - 34	13.8%
35 - 44	14.7%
45 - 54	14.3%
55 - 64	11.8%
65 - 74	7.6%
75 - 84	4.3%
85+	1.8%
18+	76.0%

2013 Population by Age

Total	70,973
0 - 4	6.7%
5 - 9	6.5%
10 - 14	6.7%
15 - 19	6.4%
20 - 24	5.5%
25 - 34	11.6%
35 - 44	14.3%
45 - 54	15.1%
55 - 64	12.9%
65 - 74	7.9%
75 - 84	4.5%
85+	1.9%
18+	76.2%

2000 Population by Sex

Males	48.9%
Females	51.1%

2008 Population by Sex

Males	49.3%
Females	50.7%

2013 Population by Sex

Males	49.5%
Females	50.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: DeKalb, AL



2000 Population by Race/Ethnicity

Total	64,452
White Alone	92.6%
Black Alone	1.7%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	3.1%
Two or More Races	1.6%
Hispanic Origin	5.6%
Diversity Index	23.3

2008 Population by Race/Ethnicity

Total	68,545
White Alone	89.9%
Black Alone	1.8%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	5.0%
Two or More Races	2.1%
Hispanic Origin	8.9%
Diversity Index	32.2

2013 Population by Race/Ethnicity

Total	70,973
White Alone	87.9%
Black Alone	1.8%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	6.6%
Two or More Races	2.4%
Hispanic Origin	11.6%
Diversity Index	38.5



2000 Population 3+ by School Enrollment

Total	61,905
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	11.7%
Enrolled in Grade 9-12	5.2%
Enrolled in College	2.5%
Enrolled in Grad/Prof School	0.2%
Not Enrolled in School	77.3%

2008 Population 25+ by Educational Attainment

Total	46,753
Less than 9th Grade	11.7%
9th - 12th Grade, No Diploma	18.8%
High School Graduate	36.9%
Some College, No Degree	17.1%
Associate Degree	6.1%
Bachelor's Degree	5.5%
Graduate/Professional Degree	3.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: DeKalb, AL

**2008 Population 15+ by Marital Status**

Total	54,616
Never Married	17.4%
Married	63.1%
Widowed	7.7%
Divorced	11.7%

**2000 Population 16+ by Employment Status**

Total	50,247
In Labor Force	61.5%
Civilian Employed	58.3%
Civilian Unemployed	3.1%
In Armed Forces	0.1%
Not in Labor Force	38.5%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	93.9%
Civilian Unemployed	6.1%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	94.4%
Civilian Unemployed	5.6%

2000 Females 16+ by Employment Status and Age of Children

Total	26,269
Own Children < 6 Only	7.8%
Employed/in Armed Forces	4.1%
Unemployed	0.4%
Not in Labor Force	3.2%
Own Children < 6 and 6-17 Only	6.2%
Employed/in Armed Forces	3.7%
Unemployed	0.2%
Not in Labor Force	2.3%
Own Children 6-17 Only	17.7%
Employed/in Armed Forces	12.8%
Unemployed	0.6%
Not in Labor Force	4.4%
No Own Children < 18	68.3%
Employed/in Armed Forces	29.5%
Unemployed	2.1%
Not in Labor Force	36.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Counties: DeKalb, AL

**2008 Employed Population 16+ by Industry**

Total	29,377
Agriculture/Mining	2.7%
Construction	7.6%
Manufacturing	34.6%
Wholesale Trade	2.5%
Retail Trade	9.8%
Transportation/Utilities	5.1%
Information	1.3%
Finance/Insurance/Real Estate	3.5%
Services	30.0%
Public Administration	3.0%

2008 Employed Population 16+ by Occupation

Total	29,377
White Collar	40.2%
Management/Business/Financial	9.6%
Professional	12.4%
Sales	8.9%
Administrative Support	9.4%
Services	12.9%
Blue Collar	46.9%
Farming/Forestry/Fishing	1.1%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	7.0%
Production	22.6%
Transportation/Material Moving	9.5%

**2000 Workers 16+ by Means of Transportation to Work**

Total	28,637
Drove Alone - Car, Truck, or Van	81.1%
Carpooled - Car, Truck, or Van	13.5%
Public Transportation	0.2%
Walked	1.3%
Other Means	0.8%
Worked at Home	2.9%

2000 Workers 16+ by Travel Time to Work

Total	28,637
Did Not Work at Home	97.1%
Less than 5 minutes	4.7%
5 to 9 minutes	10.9%
10 to 19 minutes	30.2%
20 to 24 minutes	15.9%
25 to 34 minutes	18.4%
35 to 44 minutes	4.6%
45 to 59 minutes	6.6%
60 to 89 minutes	3.5%
90 or more minutes	2.4%
Worked at Home	2.9%
Average Travel Time to Work (in min)	23.9

2000 Households by Vehicles Available

Total	25,113
None	6.1%
1	29.1%
2	39.8%
3	17.3%
4	6.0%
5+	1.8%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: DeKalb, AL



2000 Households by Type

Total	25,113
Family Households	73.4%
Married-couple Family	59.5%
With Related Children	27.0%
Other Family (No Spouse)	13.9%
With Related Children	8.7%
Nonfamily Households	26.6%
Householder Living Alone	23.8%
Householder Not Living Alone	2.8%

Households with Related Children	35.8%
Households with Persons 65+	25.2%

2000 Households by Size

Total	25,113
1 Person Household	23.8%
2 Person Household	34.8%
3 Person Household	18.3%
4 Person Household	15.1%
5 Person Household	5.2%
6 Person Household	1.7%
7+ Person Household	1.0%

2000 Households by Year Householder Moved In

Total	25,113
Moved in 1999 to March 2000	17.1%
Moved in 1995 to 1998	26.2%
Moved in 1990 to 1994	17.2%
Moved in 1980 to 1989	15.4%
Moved in 1970 to 1979	11.5%
Moved in 1969 or Earlier	12.6%
Median Year Householder Moved In	1993



2000 Housing Units by Units in Structure

Total	28,051
1, Detached	68.2%
1, Attached	0.6%
2	2.1%
3 or 4	1.8%
5 to 9	1.1%
10 to 19	0.2%
20+	0.6%
Mobile Home	25.2%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	28,051
1999 to March 2000	3.8%
1995 to 1998	10.6%
1990 to 1994	9.6%
1980 to 1989	18.6%
1970 to 1979	20.2%
1969 or Earlier	37.1%
Median Year Structure Built	1976

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Counties: DeKalb, AL

Top 3 Tapestry Segments

1.	Southern Satellites
2.	Crossroads
3.	Rooted Rural



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$35,113,419
Average Spent	\$1,326.54
Spending Potential Index	49
Computers & Accessories: Total \$	\$3,479,107
Average Spent	\$131.44
Spending Potential Index	55
Education: Total \$	\$16,913,871
Average Spent	\$638.98
Spending Potential Index	46
Entertainment/Recreation: Total \$	\$64,977,610
Average Spent	\$2,454.76
Spending Potential Index	66
Food at Home: Total \$	\$83,606,890
Average Spent	\$3,158.55
Spending Potential Index	65
Food Away from Home: Total \$	\$55,710,799
Average Spent	\$2,104.68
Spending Potential Index	61
Health Care: Total \$	\$79,509,410
Average Spent	\$3,003.76
Spending Potential Index	73
HH Furnishings & Equipment: Total \$	\$33,430,136
Average Spent	\$1,262.94
Spending Potential Index	55
Investments: Total \$	\$10,741,232
Average Spent	\$405.79
Spending Potential Index	40
Retail Goods: Total \$	\$470,820,768
Average Spent	\$17,786.96
Spending Potential Index	66
Shelter: Total \$	\$213,973,870
Average Spent	\$8,083.64
Spending Potential Index	52
TV/Video/Sound Equipment: Total \$	\$23,187,728
Average Spent	\$876.00
Spending Potential Index	61
Travel: Total \$	\$27,636,510
Average Spent	\$1,044.07
Spending Potential Index	55
Vehicle Maintenance & Repairs: Total \$	\$16,973,904
Average Spent	\$641.25
Spending Potential Index	65

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.